

REMARKS

This is in response to the final Office Action mailed May 22, 2006. By this Amendment, claims 1 and 6 have been amended and claims 15 and 16 have been cancelled. Thus, claims 1, 3-10, and 12-14 remain in the application for further examination. Claims 1 and 6 are in independent form.

In the final Office Action, the Examiner rejects the claims as unpatentable over the Gebka et al. U.S. Patent No. 5,394,632 in view of Ireland U.S. Patent No. 6,226,910. The Gebka patent is, of course, a patent referenced in the pending application and the subject matter of the present application is an improvement over Gebka. The Examiner's citation of Ireland, even if combined with Gebka, would not result in the present invention. In Ireland, the hooks 19 and 20 are intended to be made of flexible material and include flexible projections 22 and 24 to flex and be engaged by the hooks 15 and 14 of the channel. The hooks and projections flex so that as the bracket is pressed against the shelf channel, the bracket hooks will flex to permit entry and become fully engaged by the hooks of the channel. That is, the unit is attached by pushing it horizontally against the channel of the shelf after the top hook is inserted first. Flexure occurs solely to enable the projections to snap into the C-channel. Because of the flexibility of the top and bottom bracket hook arrangement, it is easy to remove the display piece by simply pulling it out away from the shelf.

In the present invention, the upper edge portion of the labeling panel is relatively rigid and the mounting leg is flexible to serve as a spring to exert pressure longitudinally, *i.e.*, in a direction along the cross-sectional length of the channel to hold it snug and difficult to remove. Insertion of the terminal tip occurs first and it is then pressed downwardly to give it spring tension until the rigid top portion can be inserted into the upper lip of the C-channel. This spring tension occurs because the distance between the label holder upper

edge portion 34a and the terminal tip 54a is greater than the distance between the pockets of the C-channel requiring the arcuate leg 50 to deform in a direction substantially parallel to the back panel surface 32a and parallel to the C-channel.

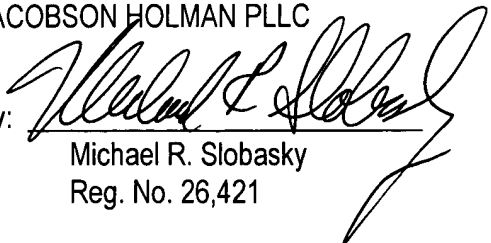
Claims 1 and 6 have been amended to incorporate the limitations of dependent claims 15 and 16 and to further recite that the distance between the upper edge portions of the labeling panel and the terminal tip is greater than the distance between the upper and lower pockets of the C-channel so as to provide secure gripping within the C-channel. Because this length is greater than the distance between the upper and lower pockets of the C-channel, a spring-like action is provided wherein the spring forces are substantially parallel to the C-channel to hold it securely within the C-channel. This is entirely different from the Ireland patent where the distance between the tips of the hooks are less than the distance between the C-channel to enable the tips to flex inwardly and outwardly and to be captured by the C-channel pocket members. No spring-like action in a direction parallel to the wall of the C-channel is provided.

Thus, this application is now in condition for allowance. Should the Examiner have any questions after reviewing this Amendment, the Examiner is cordially invited to telephone the undersigned attorneys.

Respectfully submitted,

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